

The City of Fort Lauderdale Parks and Recreation Department is preparing for their 12<sup>th</sup> *annual Cajun/Zydeco Crawfish Festival* to be held **May 7-9, 2004**. The festival will be held at the Fort Lauderdale Festival Site, 1201 NW 55<sup>th</sup> St., Fort Lauderdale, FL 33309. There are 45,000 people anticipated to attend the festival from around the country.

We produce a festival souvenir program that is distributed to attendees at the entrance gate and throughout the festival. The program is a user-friendly guide that includes a map of the festival site, schedules for each stage, all of the activities, bios of the bands, food and beverage menus and a history of the festival. Ads are available for purchase and are sold in different sizes. Prices are for black and white camera-ready artwork only; there is an additional charge for creative design and layout of ads.

Below is a reservation form for securing space in the festival program. If you would like to purchase an ad, please complete the form and return it to us along with your payment and camera-ready ad. You may email the ad directly to our office; if you are sending a disk, please make sure you indicate the format.

Thank you for your support of *Cajun* and *Zydeco* music, please feel free to contact me if you should have any questions prior to the ad space deadline at **954.828.3255**. I am looking forward to your support of this years *Cajun/Zydeco Crawfish Festival* in Fort Lauderdale.

Sincerely,

Debbie Dunbar  
City Festival & Events Coordinator  
Fort Lauderdale Parks and Recreation Department  
[ddunbar@fortlauderdale.gov](mailto:ddunbar@fortlauderdale.gov)



12<sup>TH</sup> Annual Cajun/Zydeco Crawfish Festival  
Fort Lauderdale Festival Site  
May 7-9, 2004

City of Fort Lauderdale Parks and Recreation Department  
FESTIVAL PROGRAM AD SPACE RESERVATION

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone # \_\_\_\_\_

Address, City, State: \_\_\_\_\_ Zip: \_\_\_\_\_

Fax: \_\_\_\_\_ E-mail: \_\_\_\_\_

**MARKETING & MEDIA PROMOTIONS**

Festival program ads / black and white / 15,000 distributed

Full page ad - 5" x 8"	\$ 500.00	\$ _____
½ page ad - 5" x 4"	\$ 250.00	\$ _____
Business card size	\$ 100.00	\$ _____

**Total amount enclosed** \$ \_\_\_\_\_

All ads must be reserved by **April 1, 2004**. Camera-ready ads are to be submitted to our office no later than **April 15, 2004**.

FULL  
PAGE  
AD

½  
PAGE  
AD

1/4

**PAYMENT:** Payment is due upon submission of space reservation.

Please make checks payable to: City of Fort Lauderdale

Mail to: Debbie Dunbar / City Festivals & Events Office / 1201 NW 55 St., Fort Lauderdale, FL 33309

**RELEASE:** I, the undersigned, do hereby forever discharge, release and hold harmless the City of Fort Lauderdale and its sponsors, of and from any and all manner of action, suits, damages, or claims whatsoever arising from any loss or damage to the person or persons or property of the undersigned while in the possession or under the supervision of the City of Fort Lauderdale. I hereby consent to all rules and regulations established for the festival and understand that the Festival Coordinator will have final authority. If accepted, I understand that my fee will not be refunded if all or part of the Festival is cancelled due to inclement weather or other acts of God over which the City of Fort Lauderdale has no control. I further understand that my fee will not be refunded if I am accepted and choose not to submit an ad.

Submitted this \_\_\_\_\_ day of \_\_\_\_\_, 2002      Accepted this \_\_\_\_\_ day of \_\_\_\_\_, 2002

Name (please print): \_\_\_\_\_

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

This festival is produced by the City of Fort Lauderdale Parks and Recreation Department / City Festivals and Events Office. For further information please contact our office at 954.828.3255 or log on to our website at [www.fortlauderdale.gov/festivals](http://www.fortlauderdale.gov/festivals).